

What is claimed is:

1. A water-swellable clay mineral laminated powder, in which a layer of ionic molecule having two or more ionic functional group is laminated on the surface of a base powder particle, a layer of water-swellable clay mineral is laminated thereon, and the layers are sequentially laminated so that the surface charge or the ionic charge of each layer is alternately positive and negative.
2. The water-swellable clay mineral laminated powder according to claim1, wherein the ionic molecule is a polymer electrolyte.
3. The water-swellable clay mineral laminated powder according to claim1 or 2, wherein the primary particle diameter of the water-swellable clay mineral is 0.5  $\mu\text{m}$  or less.
4. The water-swellable clay mineral laminated powder according to any one of claim 1 to 3, wherein the average particle diameter of the base powder is 0.1 to 1000 $\mu\text{m}$ .
5. The water-swellable clay mineral laminated powder according to any one of claim 1 to 4, wherein a functional molecule, which having opposite charge to the surface charge of outermost water-swellable clay mineral or the ionic charge of outermost ionic molecules, is adsorbed on the outermost surface of the laminated powder.
6. The water-swellable clay mineral laminated powder according to claim5, wherein the water-swellable clay mineral is located on the outermost surface of the laminated powder, and a cationic functional molecule is adsorbed to the ion exchange group on the surface of the water-swellable clay mineral on the outermost surface.
7. The water-swellable clay mineral laminated powder according to claim6, wherein the cationic functional molecule is an alkyl ammonium salt.

8. The water-swellable clay mineral laminated powder according to claim6 or 7, wherein the amount of the adsorbed cationic functional molecule in the laminated powder is 0.01 to 10 weight%.
9. The water-swellable clay mineral laminated powder according to any one of claim1 to 4, wherein the water-swellable clay mineral is a water-swellable clay mineral in which other molecules intercalated in between the layers of the water-swellable clay mineral.
10. The water-swellable clay mineral laminated powder according to claim9, wherein the water-swellable clay mineral is a water-swellable clay mineral in which polyhydric alcohol intercalated in between the layers of the water-swellable clay mineral.
11. The water-swellable clay mineral laminated powder according to claim9, wherein the water-swellable clay mineral is a water-swellable clay mineral in which water-soluble polymer intercalated in between the layers of the water-swellable clay mineral.
12. The water-swellable clay mineral laminated powder according to any one of claim1 to 4, wherein the water-swellable clay mineral is a dye/water-swellable clay mineral complex in which dye and water-swellable clay mineral are complexed.
13. The water-swellable clay mineral laminated powder according to claim12, wherein the dye/water-swellable clay mineral complex is a complex in which polybase and/or nonionic hydrophilic polymer and dye are complexed to water-swellable clay mineral.
14. The water-swellable clay mineral laminated powder according to claim13, wherein the dye/water-swellable clay mineral complex is a complex in which polybase and acid dye are intercalated in between the layers of the water-swellable clay mineral.

15. The water-swellable clay mineral laminated powder according to claim14, wherein the polybese is a polybase having quaternary ammonium group in the molecule.
16. The water-swellable clay mineral laminated powder according to claim13, wherein the dye/water-swellable clay mineral complex is a complex in which nonionic hydrophilic polymer and water-soluble dye are complexed to water-swellable clay mineral.
17. The water-swellable clay mineral laminated powder according to claim16, wherein the dye/water-swellable clay mineral complex is a complex in which nonionic hydrophilic polymer and water-soluble dye are intercalated in between the layers of the water-swellable clay mineral.
18. The water-swellable clay mineral laminated powder according to claim16 or 17, wherein the water-soluble dye is an acid dye.
19. A producing method of a water-swellable clay mineral laminated powder comprising; an ionic molecule adsorption process for an ionic molecule is adsorbed on a base powder surface, wherein a base powder particle is dispersed in an aqueous solution of an ionic molecule having two or more ionic functional group with the opposite charge to the charge of the base powder; and a water-swellable clay mineral adsorption process for a water-swellable clay mineral is adsorbed on the powder surface, wherein the powder particle after the adsorption of the ionic molecule is dispersed in an aqueous solution of the water-swellable clay mineral having opposite charge to the ionic charge of the ionic molecule of the powder particle surface.
20. A cosmetic comprising the water-swelling clay mineral laminated powder according to any one of claim1 to 18.

21. A dye/water-swellable clay mineral complex, in which polybase and/or nonionic hydrophilic polymer and dye are complexed to water-swellable clay mineral.
22. The dye/water-swellable clay mineral complex according to claim21, wherein polybase and acid dye are intercalated in between the layers of the water-swellable clay mineral.
23. The dye/water-swellable clay mineral complex according to claim22, wherein the polybase is a polybase having quaternary ammonium group in the molecule.
24. The dye/water-swellable clay mineral complex according to claim21, wherein nonionic hydrophilic polymer and water-soluble dye are complexed to water-swellable clay mineral.
25. The dye/water-swellable clay mineral complex according to claim24, wherein nonionic hydrophilic polymer and water-soluble dye are intercalated in between the layers of the water-swellable clay mineral.
26. The dye/water-swellable clay mineral complex according to claim24 or 25, wherein the water-soluble dye is an acid dye.
27. The dye/water-swellable clay mineral complex according to any one of claim21 to 26, wherein the primary particle diameter of the water-swellable clay mineral is 1  $\mu\text{m}$  or less.
28. A pigment composition comprising the dye/water-swellable clay mineral complex according to any one of claim21 to 27.
29. A water-based coloring agent consisting of the dye/water-swellable clay mineral complex according to any one of claim21 to 27.

30. A water-based composition comprising the dye/water-swellable clay mineral complex according to any one of claim21 to 27.
31. A water-based cosmetic comprising the dye/water-swellable clay mineral complex according to any one of claim21 to 27.
32. An acid dye laminated pigment, in which a dye/water-swellable clay mineral complex, which having opposite charge to the charge of a base powder, is coated on the surface of the base powder, and a polybase and an acid dye are intercalated in between the layers of the water-swellable clay mineral of the dye/water-swellable clay mineral complex.
33. The acid dye laminated pigment according to claim32, wherein one or more layer of the acid dye /water-swellable clay mineral complex is further laminated on the surface of the acid dye laminated pigment, and a layer of an ionic molecule, which having opposite surface charge to the charge of the acid dye/ water-swellable clay mineral complex, exists in between the each layers of the acid dye/ water-swellable clay mineral complex.
34. The acid dye laminated pigment according to claim32 or 33, wherein the primary particle diameter of the water-swellable clay mineral is 1  $\mu\text{m}$  or less.
35. The acid dye laminated pigment according to any one of claim32 to 34, wherein the average particle diameter of the base powder is 0.1 to 1000  $\mu\text{m}$ .
36. The acid dye laminated pigment according to any one of claim32 to 35, wherein the surface of the acid dye laminated pigment is further treated to be hydrophobic.
37. A producing method of an acid dye laminated pigment comprising; an acid

dye/water-swelling clay mineral complex producing process for an acid dye is intercalated in between the layers of the water-swellable clay mineral, wherein a polybase and an acid dye is contacted to a water-swellable clay mineral in aqueous phase; and laminating process for the acid dye/water-swelling clay mineral complex is electrostatically adsorbed on the surface of a base powder, wherein obtained acid dye/water-swelling clay mineral complex and a base powder, which having opposite charge to the charge of the complex, are mixed in aqueous phase.

38. A pigment composition comprising the acid dye laminated pigment according to any one of claim 32 to 36.

39. A cosmetic comprising the acid dye laminated pigment according to any one of claim 32 to 36.